GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Industries& Commerce Department – Organizing of District Udyam Samagams in each District – Constitution of State Level Committee – implementation of the programme – Orders – Issued.

INDUSTRIES& COMMERCE (PROG.1) DEPARTMENT

G.O.RT.No. 111 Dated: 01-06-2020

Read the following:

1. G.O.Rt. No. 236, I, I, I & C Dept., dated 17/09/2019.
2. From the Joint Development Commissioner, O/o. the Development Commissioner (MSMEs), Ministry of MSMEs, GoI, New Delhi, vide Office Memorandum dated 08th November 2019.

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ORDER:

In the reference 2nd read above, the Joint Development Commissioner (Micro, Small and Medium Enterprises), Ministry of Micro, Small and Medium Enterprises, Government of India, New Delhi has stated that Ministry of Micro, Small and Medium Enterprises through its field organizations in collaboration with the State Industries and other concerned departments is implementing the revised Procurement and marketing support to enhance the marketing access of MSME sector. Broadly it has following components:-

a. Assistance for organizing trade fairs/exhibitions/conferences/awareness programmes.
b. Assistance for providing packaging consultancy to MSMEs.
c. Assistance for new marketing haats and for its renovation.

2. He has further stated that it is decided to organize District Udyam Samagams to bring all the stakeholders of ecosystem together on one platform, to discuss sector-wise issues and problems facing MSMEs, to deliberate on the issues effecting the process of MSME development and to come out with Industry specific action plan.

3. He has further informed that based on the success of these samagams, it has now been decided to organize a series of such samaagams, development of marketing haats and packing interventions in export oriented clusters throughout the country involving not only Industry Secretary, but all other concerned departments like Rural Development, Urban Development, Agriculture, Fisheries and any other which has overlapping jurisdiction in so far as development of MSMEs in that State are concerned.

4. Each District Udyam Samagam will have a maximum allocation of Rs.10.00 lakhs which will be released to the concerned MSME-DI, which will in turn be release to the agency identified by the State Level Committee.

(P.T.O)

5. A District level committee has been constituted under the Chairmanship of the District Collector which will do planning, approval and execution /implementation of the proposals vide reference 1st read above.

6. Government after careful examination of the matter, hereby constitute State level Committee with the following members:-

1. Spl. Chief Secretary, I&C Department …. Chairman
2. Director of Industries …. Convenor
3. Principal Secretary, Rural Development Dept. …. Member
4. Principal Secretary, Urban development Dept. …. Member
5. Principal Secretary, Agriculture Dept. ….. Member
6. Principal Secretary, Fisheries Dept., ….. Member
7. Principal Secretary, Planning Dept., ….. Member
8. Additional Industrial advisor, MSME- DI ….. Member
9. Managing Director, APTPC ….. Member

7. The AP Trade Promotion Corporation shall act as the nodal agency for receipt of relevant grants from Government of India in this regard and for over all coordination of the program.

8. This committee shall provide overall guidance and policy directions to the district committees, monitor the performance of the District level committee, identifying an agency for transfer of funds from MSME-DI to organize the events in districts.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALAVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
All the District Collectors in the State of Andhra Pradesh.
All the Members concerned.
Copy to:
The Director, O/o. Commissioner (MSMEs).
The PR & RD Department.
The MA & UD Department.
The Agriculture & Cooperation Department.
The AHDD&F Department.
The Planning department.
P.S. to Hon'ble Minister for Industries.
P.S. to Chief Secretary to Government.
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER